

FUNDRAISING FOR DEANS

October 28 - 29, 2019 | St. Louis, MO



Be more equipped to raise money for your school, college, or department.

OVERVIEW

Fundraising has increasingly become a larger component of every dean's responsibilities, but many feel less equipped to handle this important part of the role. This day and a half conference will equip academic leaders with the skills necessary to be most effective in their fundraising efforts.

During this conference, you will learn to:

- Strategically manage the intense challenges of fundraising while leading your academic departments
- Practice essential fundraising skills, such as donor cultivation, stewardship, and making an ask
- Effectively collaborate and communicate with your advancement counterparts
- Troubleshoot advisory board challenges to make those interactions more effective
- Develop and communicate your fundraising vision and priorities

Academic leaders will leave this conference better prepared to raise funds for their school, college, or department.

WHO SHOULD ATTEND

Academic leaders will leave this event with a framework to more effectively fundraise. This training will be especially beneficial to:

- New deans who are looking to develop their fundraising knowledge and skills
- Experienced deans who have had limited exposure to fundraising
- Deans who have a donor in mind but aren't sure how best to approach the cultivation and solicitation process
- Deans looking to improve their relationships and partnerships with university advancement
- Chairs or associate deans who are looking to become a dean

BRING YOUR TEAM

Would any of your academic leaders find this event helpful? Bring your development officer along with them. Sending a team of people together will get everyone on the same page and will strengthen your overall fundraising efforts. Tiered pricing is available. See the registration row below for details.

AGENDA

DAY 1

Registration and Continental Breakfast (included in registration fee)

8:00 - 8:30 a.m.

Opening Comments and Introductions

8:30 - 9:00 a.m.

Understanding Philanthropy and Preparing for the Upcoming Challenges in Higher Ed

9:00 - 10:30 a.m.

With the billion-dollar campaign increasingly becoming the norm in higher education fundraising, many institutions have met these ambitious goals by turning to a shrinking pool of high-wealth donors. However, these transactional interactions only increase the percentage of alumni who feel the relationship with their alma mater has been undervalued or forgotten. You will leave this session with a better understanding of this phenomenon and similar issues that frame the challenge of the future of fundraising success.

Morning Break

10:30 - 10:45 a.m.

Building a Stronger Philanthropic Culture with Your Team

10:45 - 11:30 a.m.

Building on the content of the previous discussion, this session will dig into the specifics of how deans can foster a culture of philanthropy at their institution. We will highlight three key building blocks: *appreciation*, *affiliation*, and *agency*. We will also take an in-depth look at what has worked well over time and allow you to identify where there are opportunities for improvement within your existing structures.

Lunch (included in registration fee)

11:30 a.m. - 12:30 p.m.

Partnerships with Advancement: Understanding Their Role in Fundraising

12:30 - 1:30 p.m.

Your advancement team is going to be your greatest support in your philanthropic efforts and interactions with donors. Having a clear understanding of what advancement does, and where their obligations begin and end, will go a long way to build this critical relationship. We will discuss the portfolios that gift officers manage and how they utilize prospect research. You will learn to what capacity your advancement colleagues can support you and what tools they have to offer in the cultivation and solicitation process.

AGENDA

DAY 1 (CONTINUED)

Cultivation and Solicitation: Identifying and Interacting with Potential Donors – Role Plays

1:30 - 2:30 p.m.

From former students to other alumni and even parent connections, faculty and academic leaders have unique connections to an institution's external stakeholders. It is imperative you keep advancement staff apprised of these connections to keep development officers operating at peak performance; the more disciplined the communication, the greater the potential for institutional growth. You will leave this hour equipped with methods of ensuring that these interactions are communicated, tracked, and responded to as needed.

Afternoon Break

2:30 - 2:45 p.m.

Articulating Clear Priorities to Allow for Fundraising Success – Working Session

2:45 - 4:15 p.m.

Fundraising success—already difficult in this philanthropic climate—is only more complicated when donors are presented with numerous giving opportunities. Our experts will provide insights on how to crystallize your vision and help unify your external message across development staffers. You will leave this session equipped with a draft of fundraising priorities for you to share with your development officer and faculty members.

Day 1 Wrap-Up and Q & A

4:15 - 4:30 p.m.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

DAY 2

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Using Whitepapers and Projects to Maximize Prospect Interest

9:00 - 10:00 a.m.

Approaching a prospect with a whitepaper draft can provide a substantive, early-stage connection to a project and allow you to build a focused, results-based relationship without social cultivation. Highlighting a variety of samples, we will show you how to develop whitepapers that motivate prospects to give.

AGENDA

DAY 2 (CONTINUED)

Morning Break

10:00 - 10:15 a.m.

Improving Advisory Board Performance

10:15 - 11:30 a.m.

Advisory boards can be helpful entities, but they often fail to reach their full potential. Their obstacles include: an ill-defined mission, unclear or poorly defined membership responsibilities, ineffective group interaction, or uninspired leadership. This session will help you troubleshoot your challenging advisory board situations and leave you equipped with tactics to make your advisory board more effective.

Debrief and Wrap-Up

11:30 a.m. - 12:00 p.m.

INSTRUCTORS

Chester Gillis, Ph.D.

Dean, Georgetown College, Georgetown University,

Appointed dean in April 2009, Chet previously served Georgetown as chair of the Department of Theology, then as interim dean. He is an expert on the U.S. Catholic Church, the history of Catholicism, the papacy, interfaith dialogue, and religious pluralism. Chet received the Excellence in Teaching Award from the Liberal Studies Program in 2005, and, as a member of the American Theological Society, he served on the Academic Relations Task Force of the American Academy of Religion.

Chet previously chaired the Arts and Humanities Committee for the Heinz Awards and the national Teaching Award Committee for the Association of Graduate Liberal Studies. He is co-editor of the Columbia University series on Religion and Politics and past editorial board member of *Confluence: Journal of Graduate Liberal Studies*. Frequently consulted by the media about contemporary issues in religion, Chet has appeared on *Face the Nation*, *Meet the Press*, *NewsHour*, *Good Morning America*, *Nightline*, and National Public Radio, among other outlets. He is also a contributor to the *Washington Post/Newsweek* website *On Faith*.

James M. Langley

Founder and President, Langley Innovations

Before forming his own comprehensive advancement consulting firm, Jim served as vice president for advancement at Georgetown University. At Georgetown, he led the institution's offices of alumni affairs, strategic communications and marketing, development, medical center development, and advancement services. During his tenure, he produced record numbers in new commitments and dollars, despite a difficult economy. He also launched a number of innovative programs, including the acclaimed Student Discovery Initiative.

Jim arrived at Georgetown after spending eight years as the vice president for advancement at the University of California, San Diego. At UCSD, he led the planning and execution of the institution's seven-year \$1 billion campaign, then raised almost half the target amount in three years, despite a weak economy. Jim also previously served as vice president for external affairs at Georgia Institute of Technology, increasing annual gift income from \$26 million to \$76 million and more than tripling the institution's endowment to well over \$500 million. Operations under his management have won awards in virtually every area of university advancement.

ACADEMIC IMPRESSIONS STAFF

Whitney Egstad

Program Manager, Academic Impressions

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI's online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

LOCATION

October 28 - 29, 2019 | St. Louis, MO

Hotel:

St. Louis Union Station Hotel

1820 Market St.

St. Louis, MO 63103

314-231-1234

Room rate:

\$189 + tax

Room block dates:

The nights of October 27 and 28, 2019.

Room block cutoff date:

October 6, 2019.

Reserve Your Room: Please call 314-231-1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues